

(Number of companies reporting this month 47)

YOUR COMPANY		
MILLIONS OF \$	CHANGE	
	\$	%

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH December 1984

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	365.2
1983 MONTHLY	98.3	150.9	193.5	189.9	204.4	238.0	218.5	290.5	372.6	385.0	333.3	208.9	243.2
1982 MONTHLY	116.0	187.0	267.6	223.9	229.1	272.4	256.1	290.2	411.1	382.9	280.3	190.7	252.2
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
1983 CUMULATIVE YTD	98.3	249.2	442.7	632.6	837.0	1075.0	1293.5	1584.0	1990.3	2375.3	2708.6	2917.5	
1982 CUMULATIVE YTD	116.0	303.0	570.6	794.5	1023.6	1296.0	1552.1	1842.3	2253.4	2636.3	2916.6	3026.3	
ORDERS RECEIVED*													
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	423.3
1983 MONTHLY	245.1	322.1	420.7	432.1	252.7	240.7	236.4	252.8	213.1	187.8	141.4	78.8	257.9
1982 MONTHLY	330.7	412.5	596.1	576.8	303.1	235.2	198.6	188.4	384.4	138.1	129.3	84.2	298.1
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
1983 CUMULATIVE YTD	245.1	567.2	987.9	1420.0	1672.7	1913.4	2149.8	2402.6	2649.4	2837.2	2978.6	3094.5	
1982 CUMULATIVE YTD	330.7	743.2	1339.3	1916.1	2219.2	2454.4	2653.0	2841.4	3225.8	3363.9	3493.2	3577.4	
CANCELLATIONS													
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	45.1
1983 MONTHLY	2.1	3.6	6.9	7.2	10.1	11.7	15.6	13.8	18.4	17.7	25.3	17.9	12.5
1982 MONTHLY	6.4	13.0	13.4	19.8	31.5	30.4	25.2	31.5	52.2	49.4	43.8	83.9	33.4
ORDERS ON HAND (End of Month)													
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1454.4
1983	193.1	364.8	588.9	820.2	861.1	849.1	853.9	802.5	619.8	407.3	267.3	142.1	564.2
1982	326.2	528.8	855.8	1097.0	1139.5	1058.2	960.8	827.5	748.6	354.6	159.8	116.4	681.1

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
 Locker, Greenberg, & Brainin, P.C.

Arrow Industries
Bandai American
Barr
Blazon Flexible Flyer
Cadaco
CBS Toys
Chilton Globe
Coleco
Dolly Toy
Eden Toys
Effanbee
Ertl
Fisher Price
Fundimensions
Goldberger Doll
Hasbro
Hedstrom
H G Toys
Kenner
Leisure Dynamics
Lego
Little Tikes

Mattel
Mighty Star
Milton Bradley
Monogram
M & S Shillman
National Latex
Nu-Cushion
Ohio Art
Park Plastics
Parker Brothers
Playskool
Pressman Toy
Processed Plastic
Proll
R. Dakin
Revell
Roadmaster
Schaper
Skilcraft
Steven
Tomy
Tonka

TSR, Inc.
Tyco
Wham-O

NOT PARTICIPATING:

Bachmann Industries
Carolina Enterprises
Colorforms
Pines of America
Placo
Sanitoy